

Context

Polypipe prides itself on the comfort that its underfloor heating systems can provide, however, as 95% of heating systems in UK homes use traditional radiators, a large number of potential customers haven't considered underfloor heating at all, and hold misconceptions about its costs, benefits and suitability for their homes.

Brief

Polypipe Building Products was looking for a way to show homeowners how their underfloor heating systems can not only transform any room into a more comfortable space, but also provide stylish design advantages and dispel any myths around the systems. This had to be achieved in an approachable, straightforward way, all while conveying the concept of 'warmth'.

Strategy

SLG identified the need to address two distinct audiences – tradespeople and homeowners. To reach these groups directly it was identified that a presence at key trade events, as well as in a high-footfall public space, would be the best way to put the concept in front of them.

Execution

To bring the concept to life, SLG commissioned Amalgam Models to create a scaled-down version of a family home, complete with lighting to show the areas of the house which can be controlled using Polypipe's new Smart Plus controls.

This gave consumer and trade visitors a chance to get a hands-on idea of the advantages that the system can bring to their homes and lives in a relatable way, above and beyond plain literature or video content.

Media

Press, video, exhibition stands and digital

Total event footfall

214,074



1,351,557

opportunities to see

510.94%

increase in new visitors to PolypipeUFH.com compared to 2015/16

159.41%

increase in direct traffic to site compared to previous week

